

FY2016 OREGON SPECIALTY CROP BLOCK GRANT PROGRAM PROJECT SUMMARIES

Name of Applicant Organization: Adelante Mujeres

Project Title: Adelante Mujeres Distributor: Increased Specialty Crop Market Access for Latino Farmers

Grant Request: \$ 97,109

Total Project Amount: \$ 196,522

PROJECT SUMMARY:

For *Adelante Mujeres Distributor: Specialty Crop Market Access for Latino Farmers*, project lead Adelante Mujeres will scale-up infrastructure and improve food safety measures for Adelante Mujeres Distributor, our fresh produce distribution system. The goal is to provide increased market access for Latino immigrant farmers of specialty crops and to enhance the competitiveness of these specialty crops. Project objectives include: 1) **Viable Markets-** improved infrastructure and operations capacity will position Adelante Mujeres Distributor for long term financial success and allow for increased sales of specialty crops sold through Adelante Mujeres Distributor 2) **Thriving Farmers-** new and beginning Latino farmers improve the viability of their farm businesses by increasing their sales of specialty crops to Adelante Mujeres Distributor. We plan to achieve these objectives by ramping up internal operation systems and essential infrastructure for the distributor and by working collaboratively with community partners to develop solutions to specialty crop market access challenges. This project enhances the competitiveness of specialty crops through the following SCBGP outcomes:

- Increased sales of specialty crops for farmers;
- A more sustainable, diverse, and resilient specialty crop system in the region;
- Increased number of viable technologies that improve food safety; and
- Enhanced or improved economy as a result of specialty crop development

Name of Applicant Organization: La Creole Orchards

Project Title: Campaign to raise awareness about Oregon extra virgin olive oil

Grant Request: \$ 75,500

Total Project Amount: \$ 133,322

PROJECT SUMMARY:

La Creole Orchards, one of approximately 15 Oregon olive growers, proposes to undertake the following awareness campaign on behalf of **all** Oregon olive growers and Oregon producers of extra virgin olive oil (“EVOO”). Over the 2.5 year project period, applicant proposes to:

- Raise awareness among 250+ institutional consumers (culinary professionals, food buyers) about:
 - the existence of a pioneering group of olive growers/producers of EVOO in Oregon;
 - Oregon’s potential to become a significant source of ultra-premium EVOO;
 - the olive varieties best suited to Oregon’s cooler climate;
 - the health benefits of fresh, locally sourced EVOO;
 - the above-average health benefits of EVOO made from olives grown in a cooler climate (e.g., higher levels of antioxidants).
- Expand the potential market for **Oregon EVOO** (not La Creole Orchards EVOO but **Oregon EVOO** produced by **any** of the current and future producers of Oregon EVOO):
 - conduct market research to pinpoint ways to increase sales of Oregon EVOO;
 - organize four sensory/tasting events for institutional consumers in order to increase awareness and demand for Oregon EVOO;
 - create direct connections with institutional consumers;
 - conduct webinars with institutional consumers and all other stakeholders;

- write materials for Oregon growers/producers of EVOO to help them do their part to increase awareness of Oregon olives/Oregon EVOO;
 - federate **all** Oregon growers/producers of EVOO in a nonprofit growers' association in order to actively involve them in the proposed project and in future joint marketing efforts;
- conduct social media outreach featuring “**Oregon**-grown olives” and “**Oregon**-made EVOO.”
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Name of Applicant Organization: Mid-Columbia Economic Development District

Project Title: Columbia Gorge Cider Industry Development

Grant Request: \$ 63,455

Total Project Amount: \$ 126,910

PROJECT SUMMARY:

Mid-Columbia Economic Development District will work with the Columbia River Gorge Cider Society to support development of the growing hard cider industry in the region. This work will focus on collective marketing for the region's cideries to support increased growth, education about hard cider for locals and visitors, creating opportunities for cideries to connect through the Gorge Cider Society, and supporting these businesses as this industry cluster continues its growth.

Name of Applicant Organization: Oregon Museum of Science and Industry

Project Title: *Farm to Science—Fairs & Festivals*

Grant Request: \$ 78,135

Total Project Amount: \$ 164,473

PROJECT SUMMARY:

In *Farm to Science—Fairs & Festivals* the Oregon Museum of Science and Industry (OMSI) and specialty crop industry partners will increase public awareness of science and technology behind bringing Oregon specialty crops from farm to shelf to table by offering family programs at county fairs, OMSI's Harvest Festival, and other events in 2017-18.

Name of Applicant Organization: Oregon Processed Vegetable Commission

Project Title: Enhancing Oregon broccoli and cauliflower competitiveness by improving harvest efficiency

Grant Request: \$ 173,250

Total Project Amount: \$ 314,921

PROJECT SUMMARY:

The Oregon Processed Vegetable Commission (OPVC) will facilitate mechanical harvest of broccoli and cauliflower by developing seed production capacity for exerted head broccoli hybrids having plant architecture adapted for mechanical harvest and by developing, manufacturing and field testing improved mechanical harvester prototypes.

Name of Applicant Organization: Oregon Raspberry & Blackberry Commission

Project Title: Expanding Market Opportunities for Northwest Caneberries with Specialty Food Producers

Grant Request: \$59,992

Total Project Amount: \$ 80,632

PROJECT SUMMARY:

The Oregon Raspberry & Blackberry Commission (ORBC) will expand markets and encourage long-term sales viability for Northwest (NW) caneberries by interacting with and educating Specialty Food manufacturers in both the retail and food service markets on caneberry qualities and uses for this market at a major industry trade show, The Fancy Food Show (FFS). The specialty food sector has the potential to become a focus market for NW berry marketing since these manufacturers seek premium quality ingredients for inclusion in products that appeal to customers seeking high-end, small batch food items, who are willing to pay a higher price point for a perceived product value.

Towards the goal of expanding the market base for NW caneberries, the ORBC will have a booth at the Fancy Food Show, featuring Washington Red Raspberry Commission information at the booth as well as ORBC materials, to give a full picture of NW caneberry production and uses to attendees. Samples of a berry snack item as well as a frozen multi-berry sorbet, developed under a previous Specialty Crop Block Grant, will be sampled from the booth to show the wide potential of berries for use in specialty food items.

To help create a baseline of knowledge from buyers, manufacturers and product development specialists in the Specialty Food industry a formal survey to determine knowledge of NW caneberries and their uses will be conducted with show attendees and exhibitors. The ORBC will work with the Oregon State University Food Innovation Center (FIC) staff, which has extensive knowledge of NW agricultural crops, especially berries, as well as expertise in effective survey techniques. The FIC will put together a survey to determine show attendee's existing knowledge of NW caneberry varieties, pack types and availability. The survey will be administered to all show attendees who visit the ORBC trade show booth. The Compuserve data collection system will be used to collect the data and collate the information into usable reports that will help to identify areas that need marketing initiatives in the future.

A taste/sensory survey will be administered to targeted Specialty Food industry members who will be invited to respond to tasting both processed berry fruit, including individually quick frozen, freeze dried, dried and pureed raspberries and blackberries and prepared food items made with berries. This sensory evaluation will also be conducted by the FIC. The berry-breeding program at Oregon State University (OSU) and Washington State University (WSU) will prepare samples of currently grown and new berry varieties. This taste survey will help connect the Specialty Food industry leaders with the breeding program to further the end result of future berry cultivars being developed that will meet the needs of end users in this industry. The survey

results regarding desirable attributes in berries for Specialty Foods will be made available to ORBC and the Washington Red Raspberry Commission for the use of their members and be made public on the website of the ORBC.

The Specialty Food sector in the U.S. is growing faster than any other food sector and statistical information on how Oregon caneberries can best fit into this demographic is essential for creating marketing materials that will be able to help increase caneberry sales to this group.

A taste testing of both IQF and pureed berries along with other berry savory and sweet bites will be administered to targeted industry representatives at a separate event to determine what taste profile is most needed in specialty food products. This will allow product developers, CEOs, marketing personnel and others to sample raw product as well as prepared items and then rate the flavor and taste profile helping determine the types of berries they might need in future products.

Name of Applicant Organization: Oregon Tilth Inc.

Project Title: Growing the Market for Oregon-grown Organic Fruit and Vegetables

Grant Request: \$76,325

Total Project Amount: \$ 111,124

PROJECT SUMMARY:

Oregon Tilth seeks funding to help Oregon specialty crop producers make successful transitions to certified organic production and access growing opportunities in high-demand organic markets. Project activities will include farmer workshops, field days, an online information and support network for transitioning producers, and an assessment of needs for education on the economics of transition. It will build on our prior OR SCBG project to increase farmers' access to the organic market and our partnerships with large organic buyers

seeking to meet current and projected supply chain needs. Participants will include diverse fruit and vegetable producers transitioning or considering transition, with targeted training and assistance for two specific groups: processed vegetable and cranberry growers. The project will help producers increase their ability to manage the production, financial, and marketing challenges associated with transition and operating successful organic specialty crop farms.

Name of Applicant Organization: Oregon Wine Board

Project Title: Institute of Masters of Wine tour of Oregon wine country

Grant Request: \$89,220

Total Project Amount: \$ 151,293

PROJECT SUMMARY:

The Oregon Wine Board, which represents Oregon's \$3.35 billion wine industry, is seeking a 2016 Specialty Crop Block Grant to expand and deepen the relationship of the Oregon wine industry with members of the Institute of Masters of Wine. For sixty years the Institute of Masters of Wine has been promoting professional excellence and knowledge of the art, science and business of wine. The Institute's membership now spans 24 countries while its study, examination and events programs are conducted annually on a worldwide basis.

The top line goal of the tour is to sell more Oregon wine internationally and nationally by educating and evangelizing this important channel of elite wine influencers who play a vital role in recommending wine purchases to discerning consumers of premium wine. Oregon has not hosted a group of Masters of Wine since the mid-1990s. Masters of Wine are at the top of the wine influential pyramid. OWB believes Oregon is not only ready to host such an elite group of influencers, but to impress them with the state's wine story and breadth and depth of wine.

The specific projects that comprise the overall program include:

- Host 45 Masters of Wine for a four-day tour of Oregon wine country. The focus is on bringing international members to Oregon and is scheduled for May 3-6, 2017.
- Tell the story of Oregon wine through rich multi-media presentations and accompanying tastings and food pairings that will meet the expectations of the most knowledgeable group of wine experts in the world. Which will provide the Institute of Masters of Wine the ability to promote and educate consumers (non-wine experts) about Oregon wines and the potential for food pairings.
- Presenting Oregon wine with local specialty crops through educational and pairing focused 'Oregon Wine Crop Up Dinner events'.

Name of Applicant Organization: Oregon State University - Kaiser

Project Title: Field evaluation of Biofilms that reduce water usage in fruit crops.

Grant Request: \$146,404

Total Project Amount: \$ 292,808

PROJECT SUMMARY:

Dr. Clive Kaiser, Associate Professor in the Department of Horticulture and Dr. J. Mark Christensen, Professor in the College of Pharmacy at Oregon State University (OSU) will be evaluating a food grade, edible biofilm that may be applied using water as a carrier to coat whole trees in the field. This biofilm will cover the leaves and fruit and will reduce the amount of water required to produce a crop. Many of the orchards and vineyards in the inland Pacific Northwest are grown under water limiting conditions. Indeed, parts of eastern Oregon only receive 8 inches of precipitation on average per year. Increased demand on water resources will continue to be a problem as human population grows and puts more demand on the resource. Environmental issues surrounding salmonoids will continue to mount as will the demand for more water to be left in the rivers for fish. Furthermore, if climate change continues to result in warmer growing conditions, increased

water usage will become an even greater issue. The drought in neighboring California has resulted in entire orchards being abandoned and pushed out in many production areas west of the I5 corridor. A biofilm that reduces water consumption of fruit crops will be a game changer for agriculture in the modern era. A biofilm is currently being developed in the laboratory, and field tests on several different commercial fruit orchards in the field to determine the impact on transpiration, photosynthesis, yield and fruit quality. Water use studies will be evaluated for orchards treated with the biofilm using 100%, 75% and 50% of normal applications using soil water potential as a gauge of plant stress.

Name of Applicant Organization: Oregon State University North Willamette Research and Extension Center

Project Title: Developing Oregon's Christmas tree seed capacity to meet consumer demands.

Grant Request: \$64,498

Total Project Amount: \$ 130,809

PROJECT SUMMARY:

The Oregon State University Christmas Tree Extension program will take the lead in developing seed orchards to assist producers in maintaining national leadership in quality Christmas tree production. This continues the trend away from wild seed collection, to more consumer focused tree selection opportunities with improved post-harvest quality. In addition, new seed orchards will be based on newly tested varieties of Douglas-fir, noble fir, Turkish fir and Nordmann fir. Nordmann and Turkish fir are receiving increased consumer interest and now are the third most commonly planted Christmas tree species. These new species offer growers opportunity to plant trees requiring fewer pesticides for insect and disease control and provide consumers with a quality post-harvest product, assuming tested seed sources are utilized.

The project will provide interested producers with the opportunity to establish seed orchards with the latest tested selections. During the project, seed sharing arrangements will be developed to provide incentive for individual producers as well as industry wide seed availability via sharing arrangements with the Pacific Northwest Christmas Tree Association.

Name of Applicant Organization: Oregon State University

Project Title: Microbiological quality of agricultural water on Oregon's vegetable and berry farms

Grant Request: \$169,922

Total Project Amount: \$248,374

PROJECT SUMMARY:

Oregon State University's Food Safety Systems (Dr. Joy Waite-Cusic) and Center for Small Farms (Dr. Lauren Gwin) will partner with Oregon's vegetable and berry growers to characterize agricultural water sources used on Oregon specialty crop farms. This project will involve several types of data collection and analysis at multiple scales in hopes of categorizing water sources and use by likelihood of compliance with the water standards of the Produce Rule. Extensive water sampling and microbiological analysis in the 2016-2017 harvest years on 3-6 vegetable and berry farms using shared water sources. Outcomes from this study will aid a variety of Oregon's specialty crop industries in water testing strategies and assist in compliance with agricultural water quality standards associated with FSMA's Produce Rule. To complete this project, OSU will partner with multiple growers throughout Oregon to conduct extensive water quality evaluations that will support increase understanding of microbiological distribution by water source and throughout farm systems. This information will support training activities to assist growers with testing and mitigation strategies to improve the compliance and safety of Oregon's agricultural products.

Name of Applicant Organization: Pear Bureau Northwest

Project Title: World-wide Pear Month Health and Nutrition Promotion

Grant Request: \$140,000

Total Project Amount: \$190,075

PROJECT SUMMARY:

Pear Bureau Northwest will seek to increase consumption of USA Pears / NW Pears through a global health and nutrition promotion / consumer outreach campaign that will announce and celebrate the specific health benefits of pears in the US, Mexico, Canada, India and the UAE, markets with the highest USA Pear consumption and receptiveness to health and nutrition education. The consumer outreach campaign will include a series of spokesperson media events, consumer outreach events, and retailer supermarket dietician education sessions. The Pear Bureau will launch the health and nutritional outreach under the celebration of the USDA's proclamation of National Pear Month in December 2017 with the introduction of a celebrity spokesperson to garner added credibility and reach. The USA Pear month will help attract the initial wave of media coverage and start the roll-out of consumer outreach events in the US and the export markets.

The campaign will be supported by social media outreach in all five targeted markets and consumer leaflets and recipes will be distributed during the consumer events. An education outreach campaign will be developed for supermarket dieticians to conduct their own promotions and consumer events.

The health outreach promotion will generate an estimated \$500,000 in earned media coverage in the US, Canada, Mexico, India and the UAE. The Pear Bureau expects it to be an important trending topic on social media during the promotion. Sales in participating stores in the export market outreach events will increase an estimated 50% over pre-promotional periods, while the increase in sales in domestic outlets is estimated at 20%. International contractors and supermarket dieticians will conduct 80 retail outreach events with their customers with the materials and information provided by the Pear Bureau. The total promotion should impact over 11,000 consumers directly and 50 million impressions with media coverage and social media reach. Additionally, a total of 40,000 health brochures will be distributed throughout the season to consumers in target markets.

Name of Applicant Organization: Oregon Department of Ag – Market Access Certification - Domestic

Project Title: Oregon Growing regions educational access and awareness program

Grant Request: \$94,674

Total Project Amount: \$165,060

PROJECT SUMMARY:

The Oregon Department of Agriculture (ODA) will build a digital educational platform that will generate awareness of specialty crops and the regions that they are grown and processed in the state of Oregon. The project will produce educational video materials designed to enlighten buyers and consumers about the diversity of Oregon specialty crops and the unique growing regions. The ODA will initiate outreach in each of the eight growing regions to identify the specialty crops that will be featured and work with a contractor to produce and film educational video vignettes for each individual region, featuring the specific specialty crops grown there. In addition, ODA will produce and film educational video vignettes that are designed to demonstrate how to prepare these specialty crop products in the kitchen. The goal is that the combination of informative regional marketing videos and hands on culinary videos will educate and inspire consumers to purchase and prepare these products, thereby enhancing the competitiveness of Oregon specialty crops. In conjunction with current ODA digital marketing efforts this project will provide outreach tools for our specialty crop producers, processors and industry groups for their specific market and promotional needs.

Name of Applicant Organization: Oregon Department of Ag – Plant Programs - IPPM

Project Title: The Oregon Bee Project: Knowledge, Education, Promotion

Grant Request: \$89,791

Total Project Amount: \$179,582

PROJECT SUMMARY:

The ODA- IPPM program will create an Oregon Bee Pilot Project. The goals of this project are to a) gain concrete knowledge of Oregon specialty crop-pollinator associations, b) to educate the public, growers, and grower organizations about important Oregon pollinator species and the roles that Oregon crop diversity and specialty crops have in maintaining their overall health and abundance, and c) to promote stewardship of native and domesticated bees while providing value-added incentives to growers of specialty crops. This work will be accomplished through direct outreach to the public and grower organizations, the creation of an Oregon Bee Stewardship Certification Pilot Program, and field research.

Name of Applicant Organization: Oregon Department of Ag – Market Access Certification – Plant Health

Project Title: Establishing Oregon as a pest-free area for *Xylella fastidiosa*

Grant Request: \$66,090

Total Project Amount: \$67,278

PROJECT SUMMARY:

Pierce's Disease (caused by *Xylella fastidiosa*) was introduced into Italian olive orchards in late 2013. *X. fastidiosa* is vectored by insects and has an extensive host range that includes species in 35 plant genera including maples, oaks, stone and pome fruits, elms, blackberries and raspberries, grapes, blueberries, and others. It has since spread rapidly throughout Italy, killing olive, almond, and oleander plants and is now invading other European Union (EU) countries. On June 26, 2015, the USDA APHIS informed states of new European Plant Protection Organization (EPPO) phytosanitary requirements for Pierce's Disease; only host plants from a pest-free area (established per ISPM No. 10) may be imported into the EU. In late 2015, *X. fastidiosa* was officially confirmed infecting pears at a single site in Linn County. After an extensive official survey based on trace-out information from the positive site, additional infected pears were found in two other counties. Samples from all other counties tested free of the pathogen. In order to completely satisfy the ISPM No. 10 requirements to establish a Pest Free Area for those remaining counties, two more years of official survey data are required. The Plant Health Program proposes conducting these surveys in 2017 and in 2018. The surveys will include inspection with mandatory sampling and testing. Sufficient samples will be collected to provide a 99% confidence of detecting a $\geq 1\%$ disease incidence, which is the standard required by the EPPO regulations. Testing will be done using the best available method.
